



**KUMHO TIRES**

Motorsports Identity Guidelines

2006.09.20

These guidelines are designed to help us define and implement a consistent brand identity.

Follow these guidelines will create a distinct visual identity that underscores the totality of our products and services. Not only is this good for business, but it will also save time, resources and money.

- 0.1 Introduction
- 1.1 Brand Identity
- 2.1 Motorsports Identity
- 3.1 Signage
- 4.1 Banner / Flag
- 5.1 Booth
- 6.1 Uniform
- 7.1 Vehicles
- 8.1 Sticker
- 9.1 Patch
- 10.1 Promotion

# Contents

Although Kumho Tires uses the same signature for both corporate identity and brand identity, there are differences in their look and feel and the visual context in which they are used.

The corporate identity for Kumho Tires should never deviate from the look and feel established in the Kumho Asiana Corporate Identity Guidelines.

These guidelines focus on the brand identity for Kumho Tires. The alternate signature lockups shown throughout these guidelines are not to be used in corporate identity communications.

The distinction between the look and feel of Kumho Tires corporate identity and brand identity will become more evident as you follow these guidelines.

## 0.1 Introduction

Well-regarded organizations tend to have well-defined brands. A strong brand should get at the heart of what an organization is about. Coca-Cola stands for refreshment. FedEx means delivery. And Disney is synonymous with fun.

With this in mind, we have created a Kumho Tires brand identity that articulates our mission and vision for a company that creates better solutions for a better tomorrow.

This brand identity has been extended to meet the specific needs of Kumho Tires. The identity system enables us to express a unique and distinct visual identity while maintaining a strong and valuable link to our parent company Kumho Asiana.

- 1.2 Brand Elements
- 1.3 Signatures
- 1.4 Signatures Configuration
- 1.5 Positioning & Sizing
- 1.6 Signature Color Variations
- 1.7 Supporting Graphic
- 1.8 Energy Lines Background Use

# 1.1 Brand Identity

## Primary Brand Elements



## Secondary Brand Elements

Aa Aa Aa Aa  
Profile Light / Italic Profile Regular / Italic

Aa Aa Aa Aa  
Profile Medium / Italic Profile Bold / Italic

Ee Ee Ee Ee  
Arial Regular / Italic Arial Bold / Italic

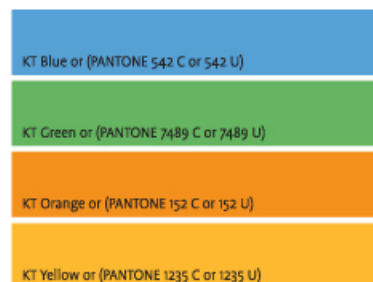
가나다라 가나다라  
산돌고딕 Light 산돌고딕 Medium

가나다라  
산돌고딕 Bold

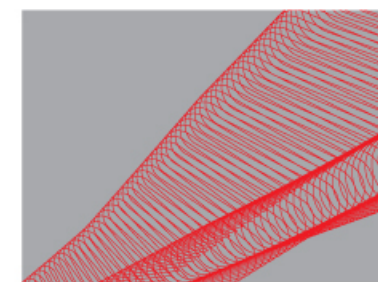
锦湖轮胎  
간자흑체



Primary Colors



Secondary Colors



KT Red over KT Silver



KT Red Gray over Black White over KT Red

## Brand Elements

# 1.2

### Primary Brand Elements

The new Kumho Tires Signature is the visual cornerstone of the brand.

The Signature is a combination of the Wordmark, a distinctive and consistent representation of our company name, and the Symbol, a unique and unifying icon.

### Secondary Brand Elements

Our brand's secondary elements help bring the Signature to life in a wide range of environments and situations. These elements broaden and extend the influence of the brand.

### Graphic System

A strong graphic system defines how the Signature and other brand elements are used. This graphic system helps to achieve a powerful visual language for our brand.

Each of these elements—and their use—is explained in detail throughout these guidelines.



Kumho Tires Signature



Kumho Tyres Signature

Signature Clear Space



Wordmark Clear Space



Symbolmark Clear Space



## Signatures

# 1.3

Kumho Tires Signature is the most important visual identity of the brand. The existence of Kumho Tires is established through Kumho Tires Signature, which is used for any and all types of communications.

### Kumho Tires and Kumho Tyres

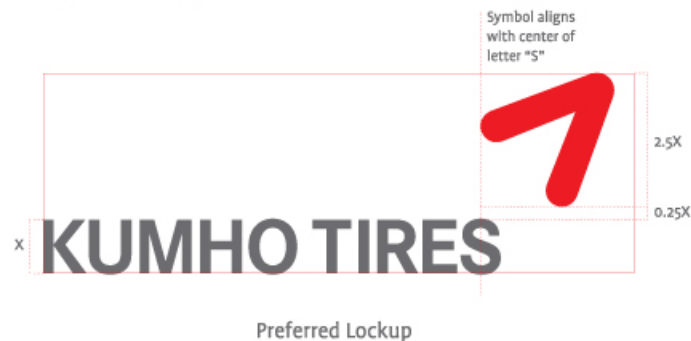
Kumho Tires and Kumho Tyres Signatures are made up of two components – the Symbol and the Wordmark. These two components form the unique visual expression of our identity.

There are two versions of the Signature: KUMHO TIRES and KUMHO TYRES. Translating TIRES or TYRES into local languages is not allowed.

### Signature Clear Space

Clear Space is the area surrounding the Signature that must always be kept free of any text or other graphic elements. Whenever possible this minimum clear space should be applied to all applications. When space allows, the clear space area should be increased.

#### Signature Configuration



#### Alternate Horizontal Configurations

KUMHO TIRES



Horizontal 1

KUMHO TIRES



Horizontal 2

KUMHO TIRES



Horizontal 3

#### Alternate Vertical Configurations



KUMHO TIRES

Large



KUMHO  
TIRES

Large Two-Line

#### Signatures Configuration

# 1.4

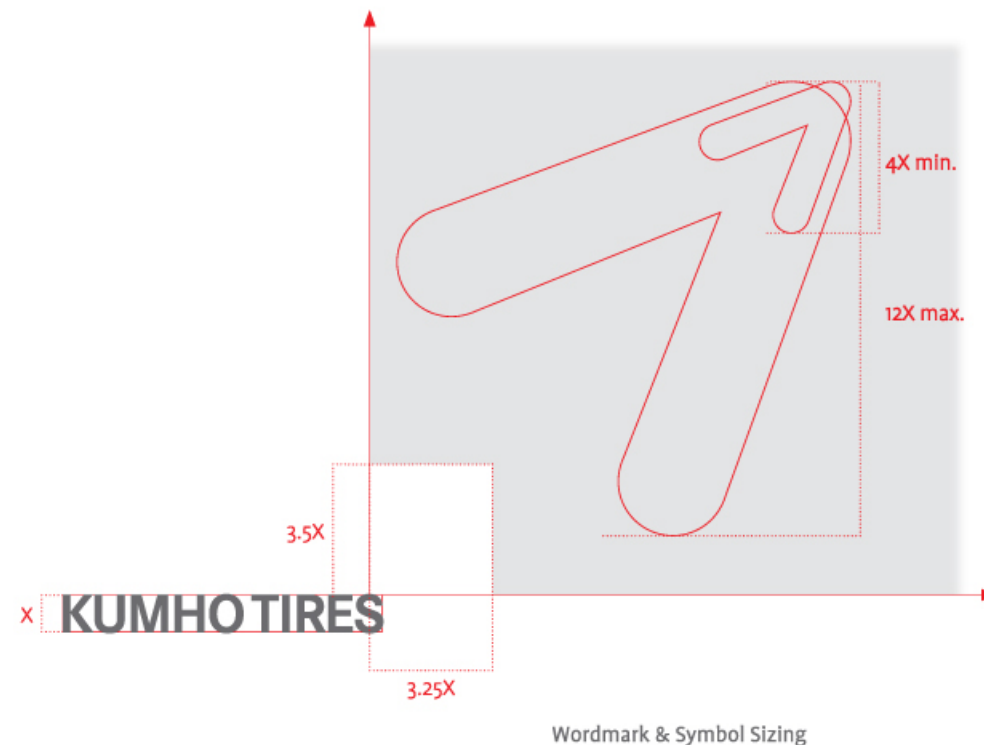
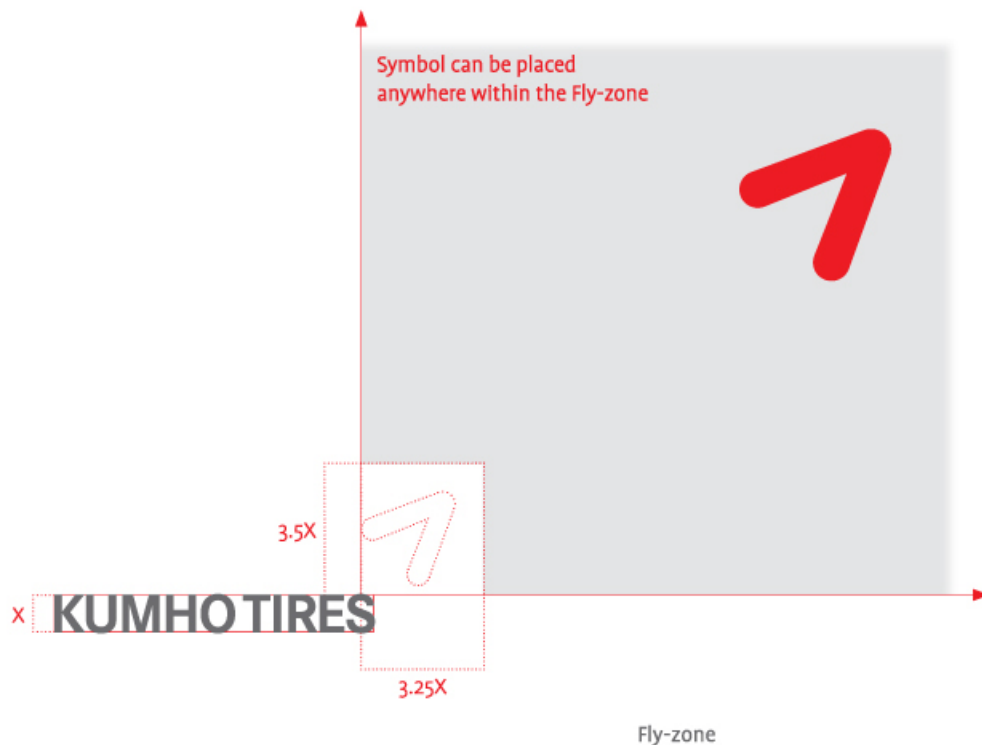
#### Signature Configuration

Our Signature has been created in a horizontal configuration and has lockup as shown here.

Never alter the Signature components in any way. By following these guidelines, you will ensure that the Kumho Tires Identity is used correctly and consistently.

#### Alternate Signature Configurations

On occasion, limited space or a containing shape may restrict the correct application of the Signature. For these applications a series of alternate Signatures has been created.



## Positioning & Sizing

# 1.5

When the Symbol moves away from the Wordmark, it must be enlarged and positioned within a defined area called the Fly-zone. The Fly-zone allows for the position and size of the Wordmark and Symbol to vary in relation to each other. A minimum and maximum size has been defined in relation to the size of the Wordmark.

## The Fly-Zone

The Fly-zone is an area above and to the right of the Wordmark. The Symbol can be positioned anywhere within this zone. The Fly-zone does not include the area where the Symbol would be placed in the fixed Signature configuration.

## Wordmark & Symbol Sizing

When the Symbol is used apart from the Signature, it must be enlarged from its size in the Signature configuration.

KUMHO TIRES 



KUMHO TIRES 

One-Color KT Gray Signature



KUMHO TIRES 

One-Color KT Red Signature

KUMHO TIRES 

One-Color KT Black Signature

Two-Color Positive Signature

Two-Color Reverse Signature

One-Color Reverse Signature

## Signature Color Variations

# 1.6

There are six color variations of the Signature:

### Two-Color Positive Signature

The Wordmark appears in KT Gray with the Symbol in KT Red

### Two-Color Reverse Signature

The Wordmark reverses to white with the Symbol in KT Red on a KT Gray or black background.

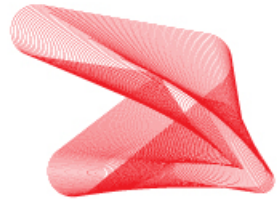
### One-Color Reverse Signature

Both Wordmark and Symbol reverse to white, preferably on either a KT Red, KT Gray or black background.

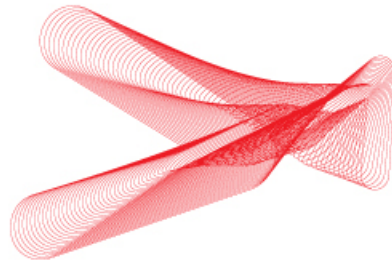
### One-Color Signature

When printing methods limit reproduction to a single color or black only, the Signature can appear in one-color KT Gray, KT Red or black.

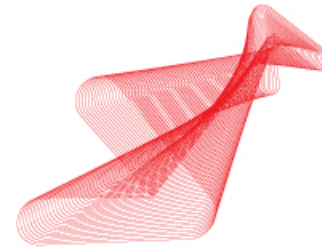
KT Energy Lines 1



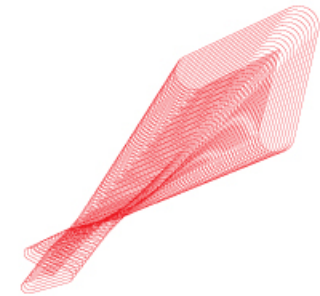
KT Energy Lines 2



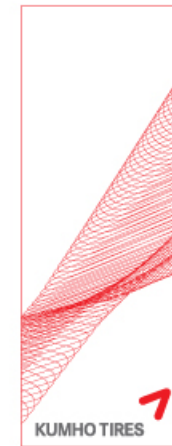
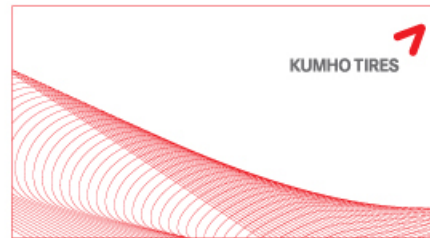
KT Energy Lines 3



KT Energy Lines 4



Preferred Cropping



## Supporting Graphic

# 1.7

Energy Lines are a secondary element within our visual identity system that are used in conjunction with the Symbol.

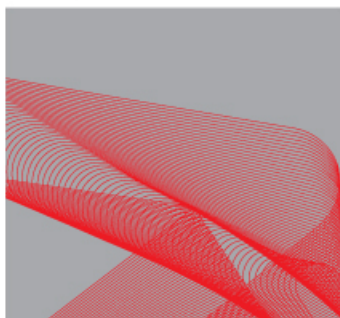
The Energy Lines are a series of lines derived from the Symbol that create a pathway of movement, power and energy.

Four Energy Lines patterns have been created for Kumho Tires. The Energy Lines should always be cropped. The preferred cropping for each is illustrated above.

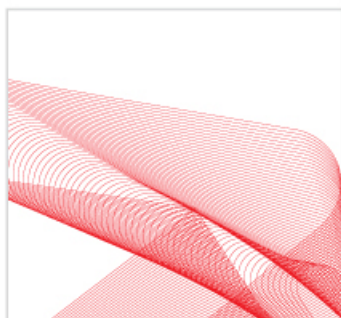
Never create your own Energy Lines. Use only the approved artwork.

Guidelines for the use of the Energy Lines are described on the following pages.

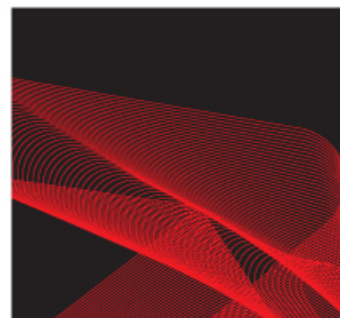
**Primary:**



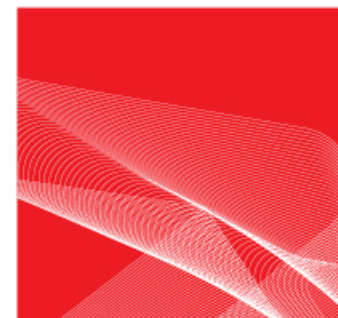
KT Red over KT Silver



KT Red over White

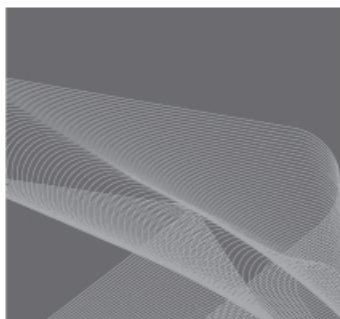


KT Red over Black

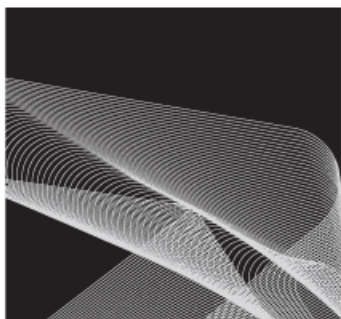


White over KT Red

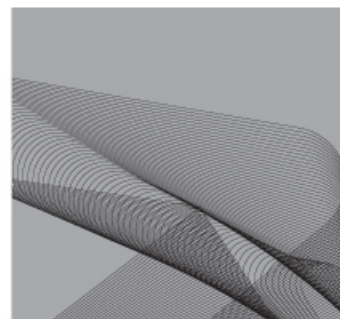
**Secondary:**



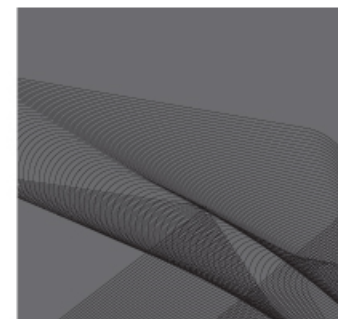
Silver over KT Gray



KT Light Gray over Black



Black over KT Silver



Black over KT Gray

**Energy Lines Background Use**

1.8

The example above show the acceptable background color usage for Energy Lines. Do not reproduce the Energy Lines using a color that is not from our color palette.

The brand identity should maintain the established look and feel of the Kumho Tires identity and should implement a differentiated visual identity in the motor sports field. The brand identity will help improve the identity of Motorsports and make marketing communications more efficient.

2.2 Motorsports Logotype

2.3 Signatures

## 2.1 Motorsports Identity

Positive

# ***Motorsports***

Reverse



## Motorsports Logotype

# 2.2

The Motorsports logo artwork is shown on this page.

Follow these guidelines:

- Profile Bolditalic is used as the logo font and KT Gray should be used as the color.
- The logo can be used normally and as a negative image.

#### Alternate Horizontal Configurations



#### Alternate Vertical Configurations



#### Signature

# 2.3

The Motorsports logo and method of signature are shown on this page.

Follow these guidelines:

- The Wordmark & Symbol should follow the Brand Identity Guidelines.
- Two types of signatures--horizontal and vertical--are recommended.
- KT Gray, which is the color of the Wordmark, should normally be used as the color of the Motorsports logo.

Signage plays an integral part in developing the brand identity of Kumho Tires.

Motorsports signage creates a simple visual identity that will lead to a powerful brand image. This section provides an overview of the Motorsports signage and basic guidelines for using the signage.

- 3.2 Arch
- 3.3 A-Board
- 3.4 Billboard
- 3.5 Start Arch
- 3.6 Team Panel

## 3.1 Signage



## Arch

# 3.2

Examples of how the brand identity is applied to the Circuit Arch are shown on this page.

Follow these guidelines:

- The artwork specified by the Tire Mark should be used as the graphic.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The preferred lockup and clear space should be used in the Wordmark & Symbol.



## A-Board

# 3.3

Examples of how the brand identity is applied to signboards are shown on this page.

Follow these instructions:

### Advertising Board

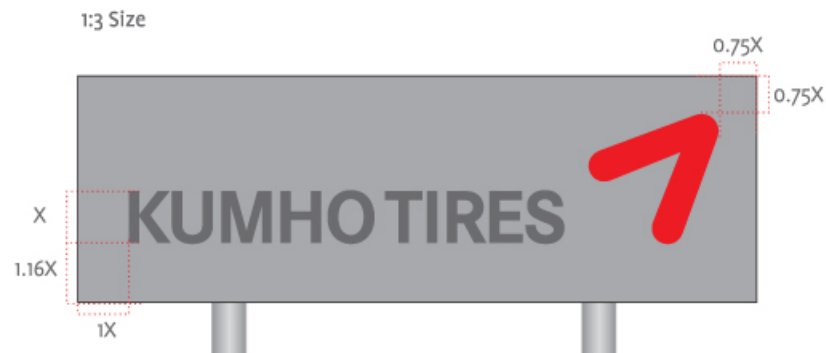
- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)

- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the board.

### Score Board

- Same as the Advertising Board guidelines. The preferred lockup of the Kumho Tires Signature should be applied.

## Brand Identity



## Brand Identity With Tire Image



## Billboard

# 3.4

Examples of how the brand identity is applied to a billboard are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the board.



#### Start Arch

## 3.5

Examples of how the brand identity is applied to the Start Arch are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied.
- At the least, the signature clear space of the brand id should be secured.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)

- The Wordmark should appear in KT Gray with the Symbol in KT Red.



#### Team Panel

## 3.6

Examples of how the brand identity is applied to the team panel are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.

The Banner/Flag illustrates the brand identity of Motorsports promotion.

Use a graphic system for brand elements.

4.2 Banner

4.3 Flag

## 4.1 Banner / Flag

## Wordmark & Symbol Alternate Positioning



Example 1:  
Extreme Vertical Format

Vertical Banner 1



Vertical Banner 2



## Banner

# 4.2

Examples of how the brand identity is applied to the banner are shown on this page.

Follow these guidelines:

- Apply an extreme vertical format to Wordmark & Symbol Artwork.
- Signature Color Variation should appear in KT Silver, KT Red, and KT Gray. Place the Wordmark & Symbol in accordance with the Brand Identity Guideline.
- Repeated color variations are recommended for the banner.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the banner.

Horizontal Banner



## Banner

# 4.2

Examples of how the brand identity is applied to the banner are shown on this page.

Follow these guidelines:

- Alternate Horizontal Configuration 1 should be applied to Wordmark & Symbol Artwork.
- Signature Color Variations should be applied to the Wordmark & Symbol in accordance with the Brand Identity Guideline on a KT Silver, KT Red, and KT Gray background.
- Repeated color variations are recommended for the banner.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the banner.

Horizontal Flags



Vertical Flags



## Flag

# 4.3

Examples of how the brand identity is applied to the flag are shown on this page.

Follow these guidelines:

### Horizontal Flags

- The preferred lockup of the Kumho Tires Signature should be applied to the Wordmark & Symbol Signature.
- The Wordmark & Symbol should appear in KT Silver or KT Light Gray, if possible.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the flag.

### Vertical Flags

- A Fly-zone should be applied to the Wordmark & Symbol.
- The Wordmark & Symbol should appear in KT Silver or KT Light Gray, if possible.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the flag.

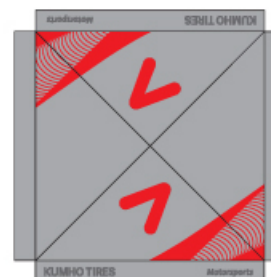
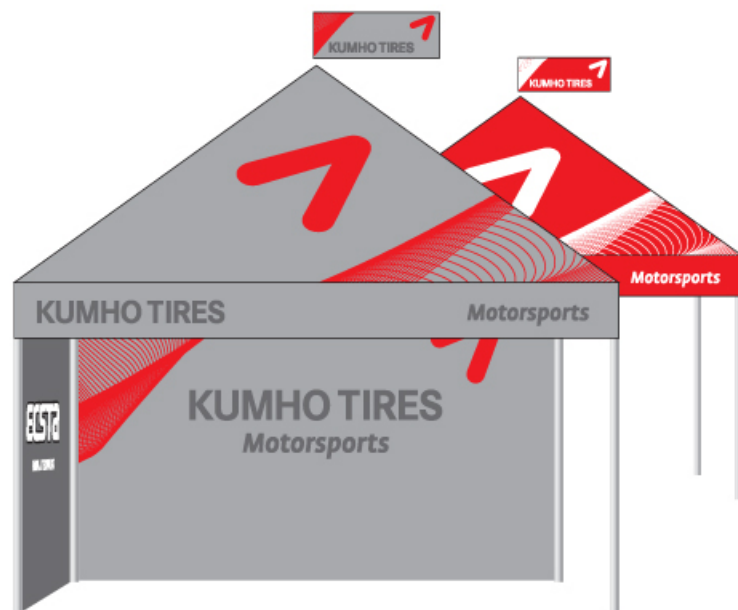
The Motorsports booth creates a visual element of the brand identity with a differentiated image.

Create powerful, dynamic artwork by using separate brand elements signatures.

5.2 Booth Exterior

5.3 Booth Interior

## 5.1 Booth



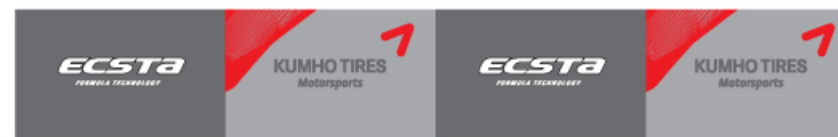
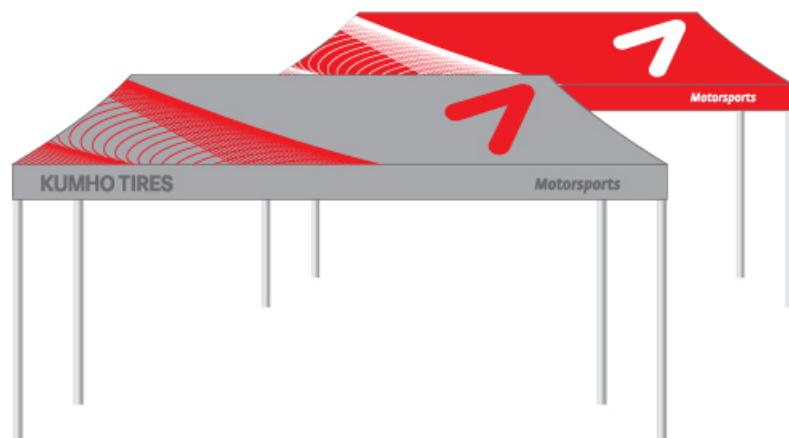
## Booth Exterior

# 5.2

Examples of how the brand identity is applied to the Motorsports booth are shown on this page.

Follow these guidelines:

- The exterior of the booth is designed by using the brand elements.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The Wordmark & Symbol should appear in KT White on a KT Red background.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the booth.



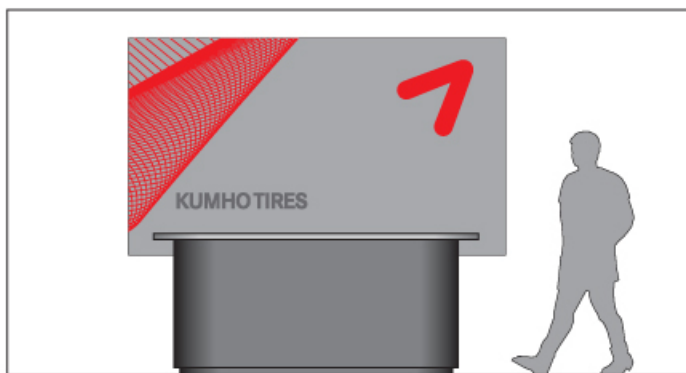
## Booth Exterior

# 5.2

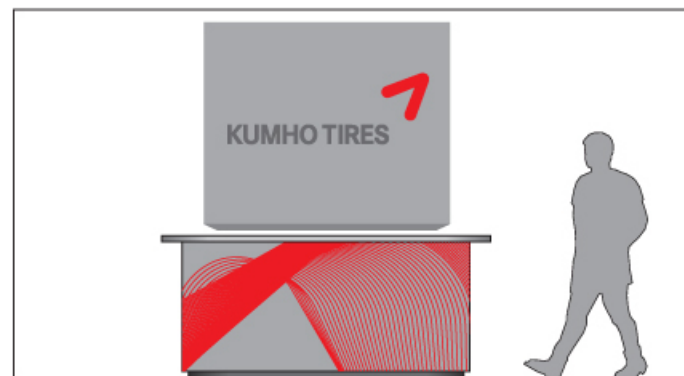
Examples of how the brand identity is applied to the Motorsports booth are shown on this page.

Follow these guidelines:

- The exterior of the booth is designed by using the brand elements.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The Wordmark & Symbol should appear in KT White on a KT Red background.
- A simple, enlarged, and small portion of the Energy Lines should appear as a supplemental element on the signs.



Service Counter 1



Service Counter 2

#### Booth Interior

## 5.3

Examples of how the brand identity is applied to the information desk are shown on this page.

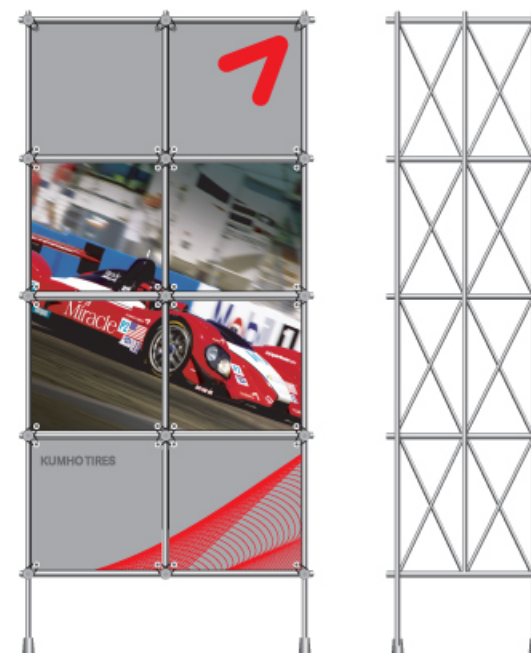
Follow these guidelines:

- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the area.

Image Wall



Image Rack



## Booth Interior

# 5.3

Examples of how the brand identity is applied to the image wall and image rack are shown on this page.

Follow these guidelines:

- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The image graphics can be replaced.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the image.

Examples of how the brand identity is applied to the Motorsports uniforms are shown on this page.

Motorsports implements unique and functional uniforms depending on the field of activity.

6.2 mechanic

6.3 Staff

6.4 Racing Girl

# 6.1 Uniform



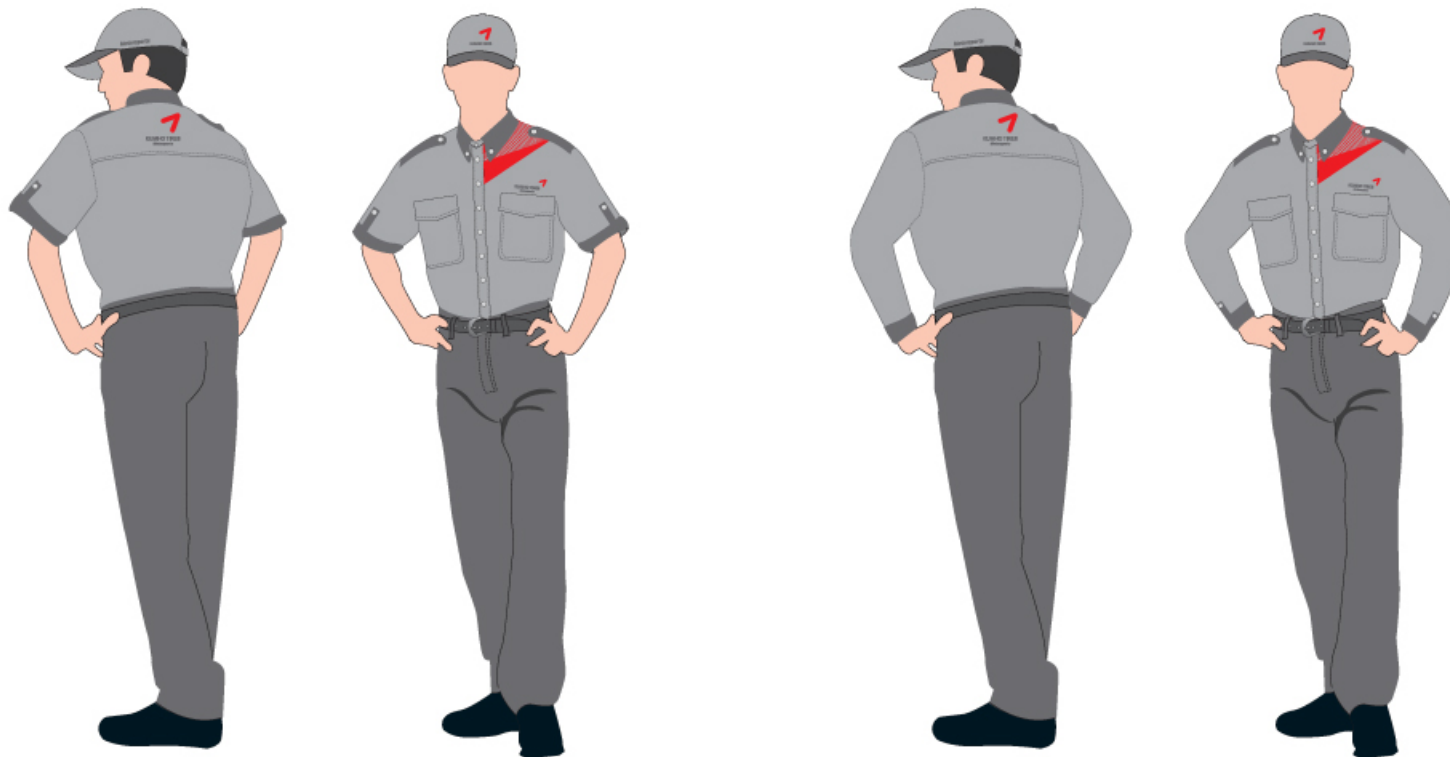
mechanic

## 6.2

Examples of how the brand identity is applied to the Motorsports mechanics uniforms are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied to the front side. A large signature in Alternate Vertical Configuration should be applied to the rear side.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red. Computer embroidery is recommended for printing.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the uniforms.



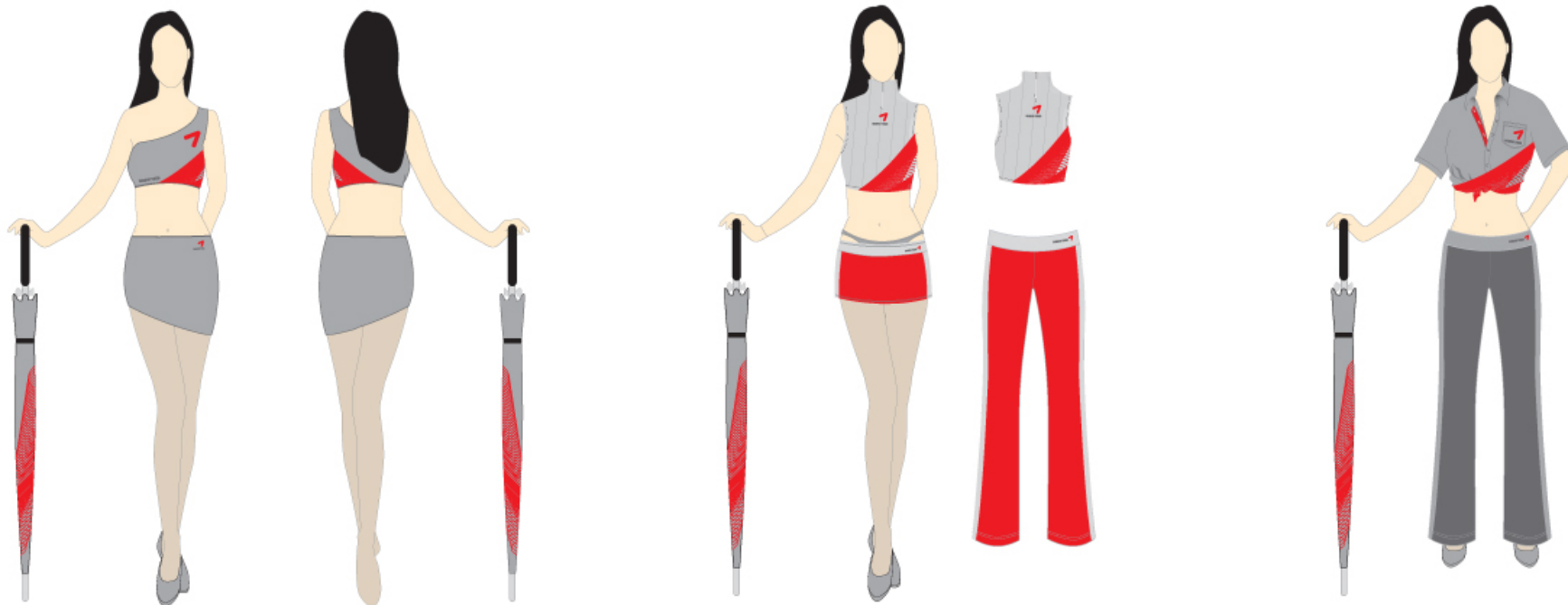
## Staff

# 6.3

Examples of how the brand identity is applied to the Motorsports staff uniforms are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied to the front side. A large signature in Alternate Vertical Configuration should be applied to the rear side.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red. Computer embroidery is recommended for printing.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the uniforms.



## Racing Girl

# 6.4

Examples of how the brand identity is applied to the Motorsports racing girls uniforms are shown on this page.

Follow these guidelines:

- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red. Computer embroidery is recommended for printing.

- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the uniforms.

Brand identity enables the promotion of racing cars.

A graphics style for Motorsports racing cars, in participation with Kumho Tires, has been designed.

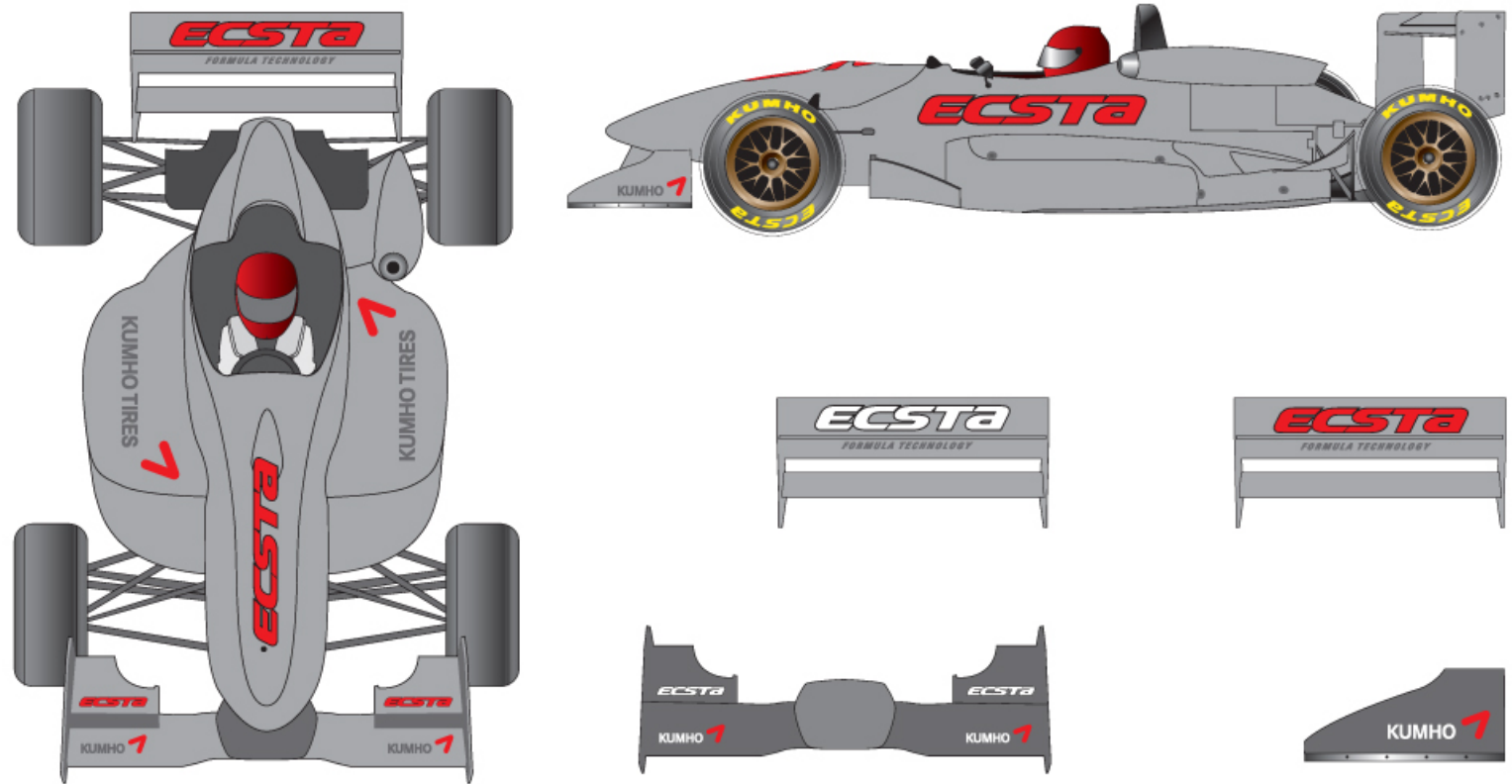
7.2 F3 Machine

7.3 ALMS Machine

7.4 Touring Cars

7.5 Motorsports Truck

## 7.1 Vehicles



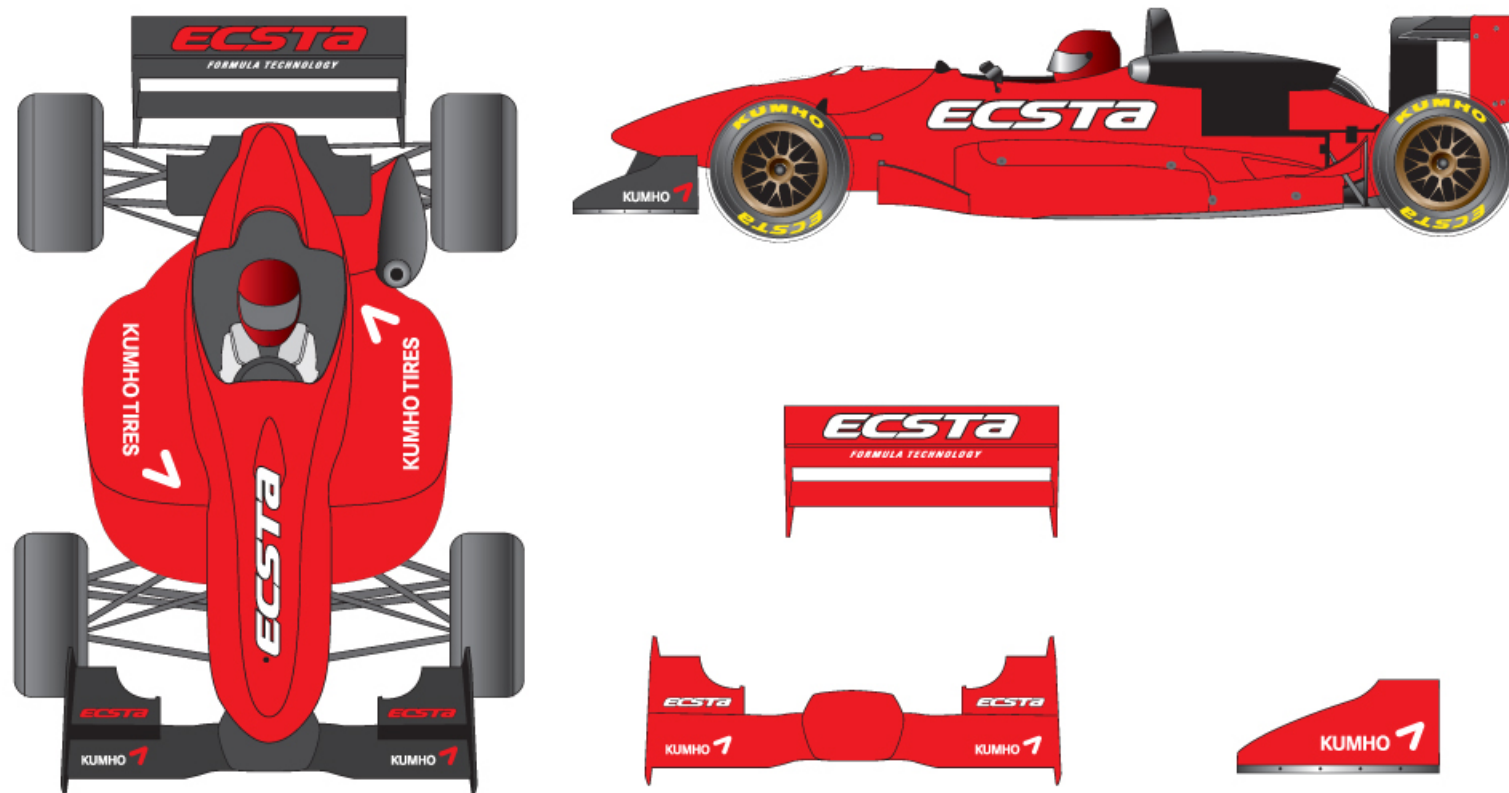
### F3 Machine

# 7.2

Examples of how the brand identity is applied to F3 machines are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Place the Wordmark & Symbol on a KT Silver background, if possible.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- Following the 8.1 Sticker Making Guidelines for the Wordmark & Symbol is recommended.



### F3 Machine

# 7.2

Examples of how the brand identity is applied to F3 machines are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver or KT White on a KT Red background.
- Following the 8.1 Sticker Making Guidelines for the Wordmark & Symbol is recommended.



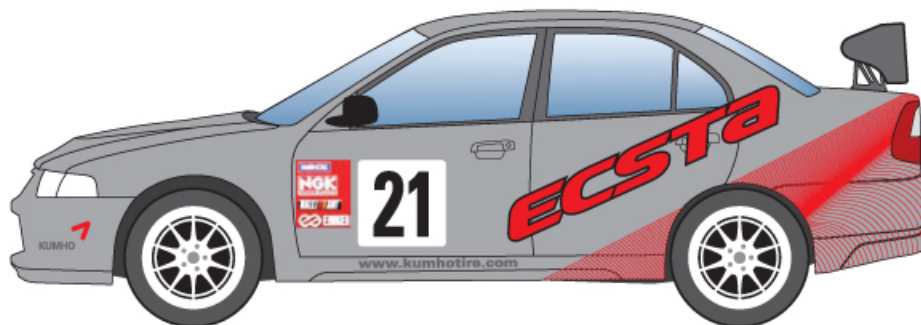
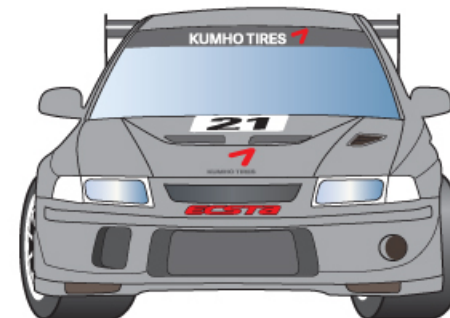
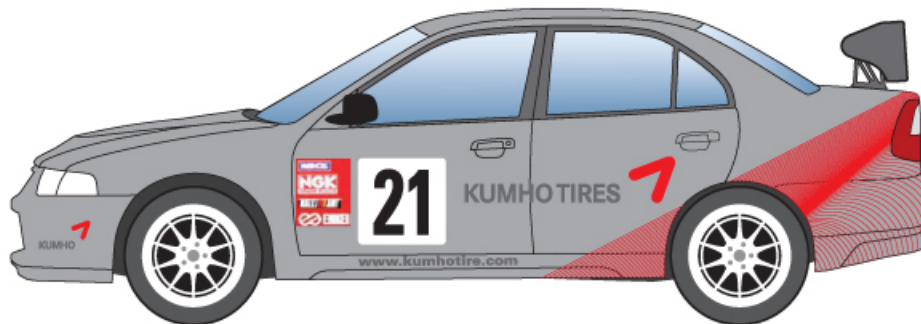
#### ALMS Machine

## 7.3

Examples of how brand identity is applied to ALMS machines are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Since the ALMS vehicles are sponsored, attach an Alternate Configuration Signature in the size specified at the location specified.
- The Wordmark & Symbol should appear in KT Silver or KT White on a KT Red background.



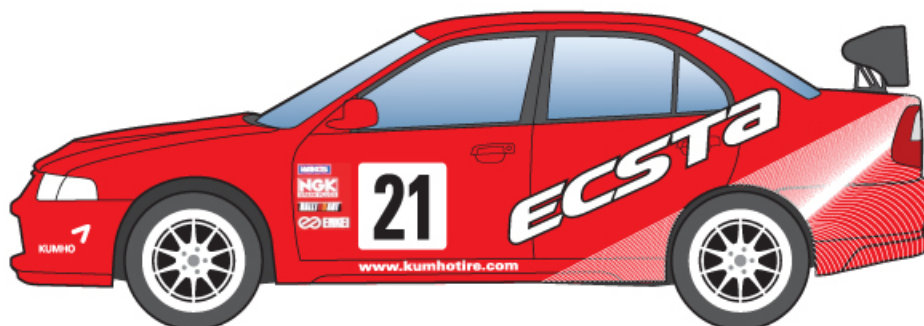
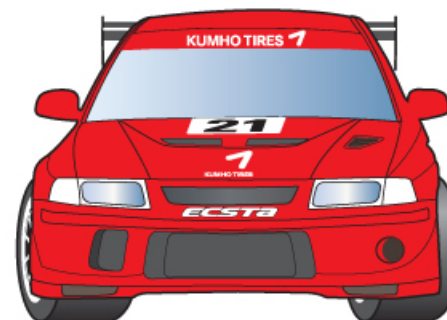
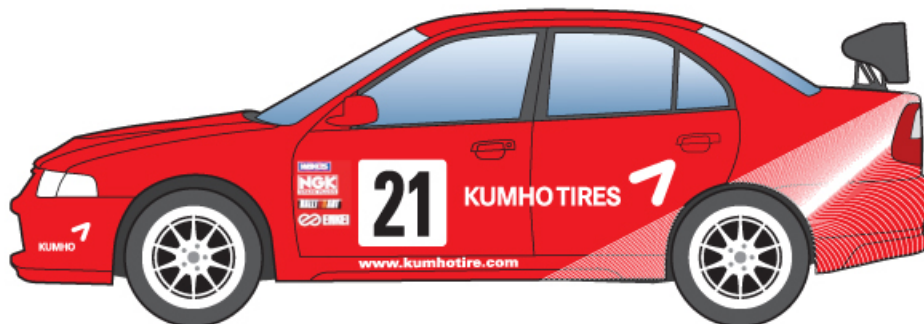
## Touring Car

# 7.4

Examples of how brand identity is applied to touring cars are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Place the Wordmark & Symbol on a KT Silver background, if possible.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the cars.
- By default, use 'Horizontal 3' of the Alternate Configurations Signature on the front windshield.
- Following the 8.1 Sticker Making Guidelines for the Wordmark & Symbol is recommended.



## Touring Car

# 7.4

Examples of how brand identity is applied to touring cars are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver or KT White on a KT Red background.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the cars.
- By default, use 'Horizontal 3' of the Alternate Configuration Signature on the front windshield.
- Following the 8.1 Sticker Making Guidelines for the Wordmark & Symbol is recommended.



## Touring Car

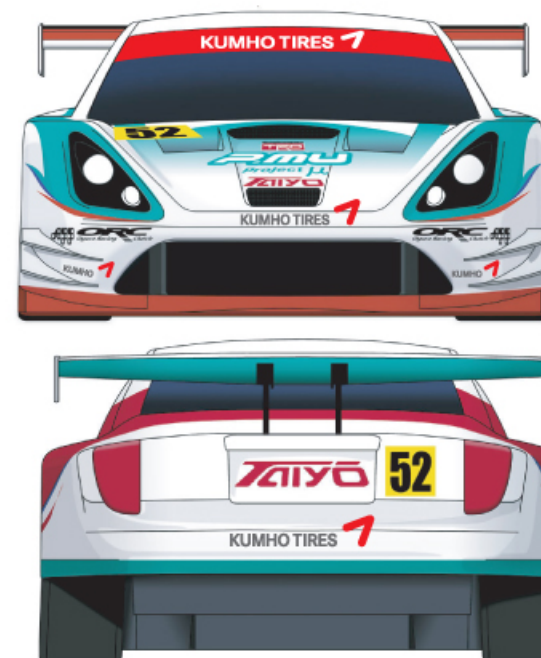
# 7.4

Examples of how brand identity is applied to touring cars are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Since touring cars are sponsored, attach the Alternate Configurations Signature of the size specified at the location specified.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The Wordmark & Symbol should appear in KT Silver or KT White on a KT Red background.

## Super GT



## Touring Car

# 7.4

Examples of how brand identity is applied to Super GT cars are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Since the Super GTs are sponsored, attach the Alternate Configuration Signature of the size specified at the location specified.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The Wordmark & Symbol should appear in KT Silver or KT White on a KT Red background.
- By default, use 'Horizontal 3' of the Alternate Configuration Signature on the front windshield.

## Light Truck



## Motorsports Truck

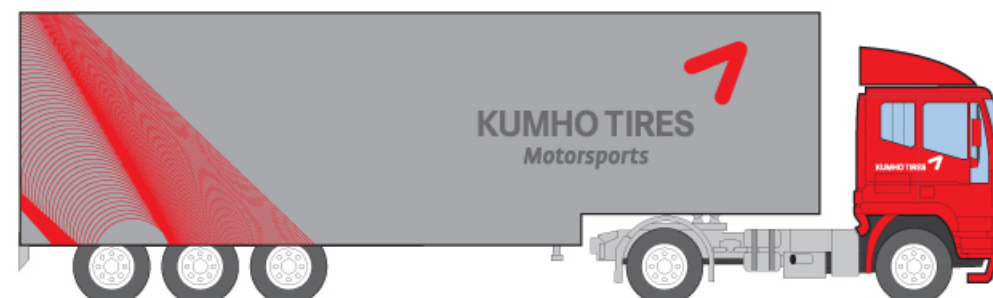
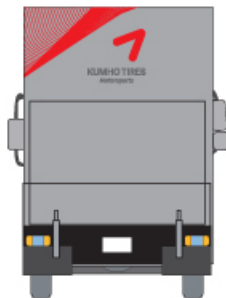
# 7.5

Examples of how brand identity is applied to the dedicated Motorsports trucks are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the trucks.

## Truck



### Motorsports Truck

# 7.5

Examples of how brand identity is applied to the dedicated Motorsports trucks are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the trucks.

Stickers enable the Wordmark & Symbol to be promoted efficiently.

An appropriate sticker style has been designed depending on the background color of the vehicle.

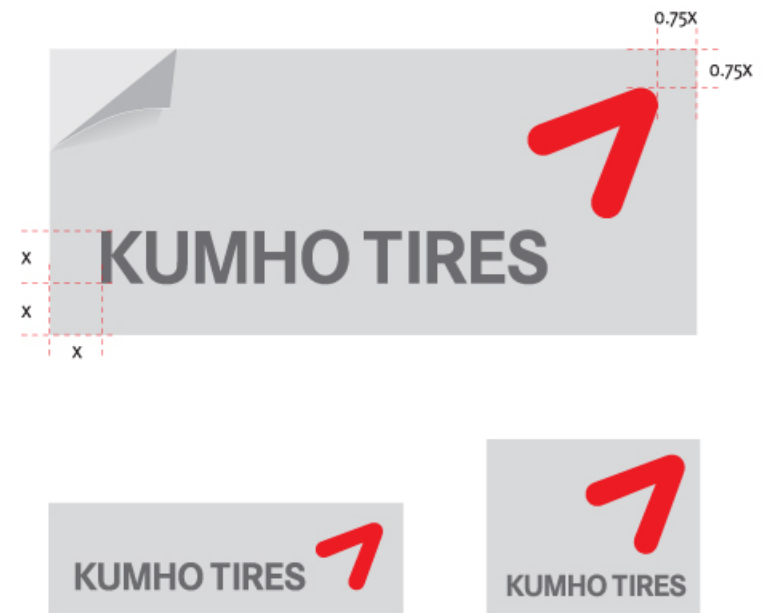
8.2 Stickers with Backgrounds

8.3 Stickers without Backgrounds

8.4 Motorsports Sticker

## 8.1 Sticker

## Background Sticker



## Stickers with Backgrounds

# 8.2

Examples of how brand identity is applied to stickers are shown on this page.

Follow these guidelines:

- The preferred lockup and signature clear space of the Kumho Tires Signature should be applied in accordance with the Brand Identity Guideline.
- The Wordmark & Symbol should appear in KT Silver.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.

### Cutting Sticker



### Primary



### Secondary



### Stickers without Backgrounds

## 8.3

Examples of how brand identity is applied to stickers are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Create a sticker in the form of the Wordmark & Symbol and apply adhesive to the rear of the sticker.
- The Wordmark should appear in KT Gray with the Symbol in KT Red.

## Cutting Sticker



## Primary



## Secondary



## Stickers without Backgrounds

# 8.3

Examples of how brand identity is applied to stickers for adhesion on a red background are shown on this page.

Follow these guidelines:

- The preferred lockup of the Kumho Tires Signature should be applied. Use an alternate configuration signature to optimize space and to maximize visibility.
- Create a sticker in the form of the Wordmark & Symbol and apply adhesive to the rear of the sticker.
- Wordmark & Symbol should appear in KT Silver or White.



#### Motorsports Sticker

## 8.4

Examples of how brand identity is applied to stickers are shown on this page.

Follow these guidelines:

- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the stickers.

Attach the elements of the brand identity to uniforms or caps. A patch consisting of the Motorsports Wordmark & Symbol design is used for Kumho Tires.

9.2 Patch

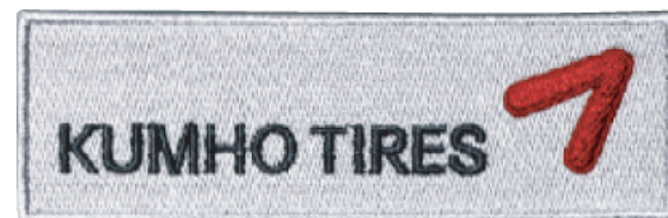
## 9.1 Patch



Computer Embroidery



Kumho Tires Signature



Horizontal 1

## Patch

# 9.2

Examples of how brand identity is applied to patches are shown on this page.

Follow these guidelines:

- Follow the Signature Clear Space.
- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray and the Symbol should appear in KT Red. Computer embroidery is recommended for printing.

- An Alternate Horizontal Configuration is available.

The brand identity of Kumho Tires should be used for the promotion of Motorsports in a variety of ways.

By following the Guidelines, a unique visual identity will be promoted.

10.2 Promotion Item

# 10.1 Promotion

Lash String



Pass Card



Promotion Item

# 10.2

Examples of how brand identity is applied to Motorsports promotion are shown on this page.

Follow these guidelines:

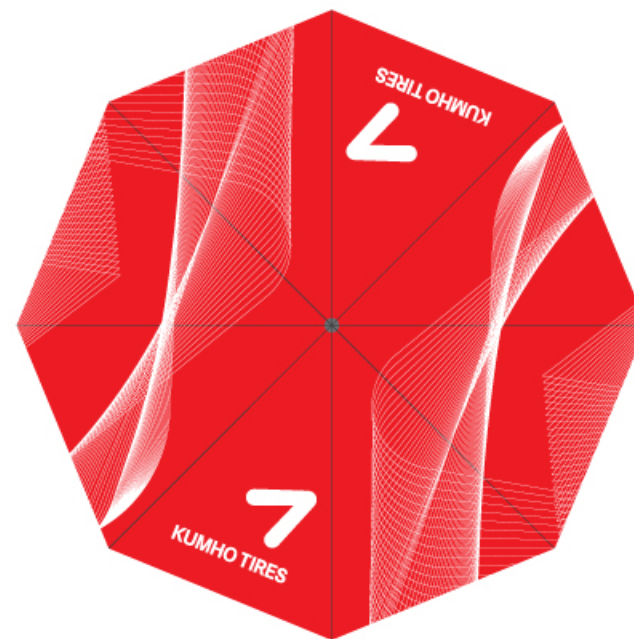
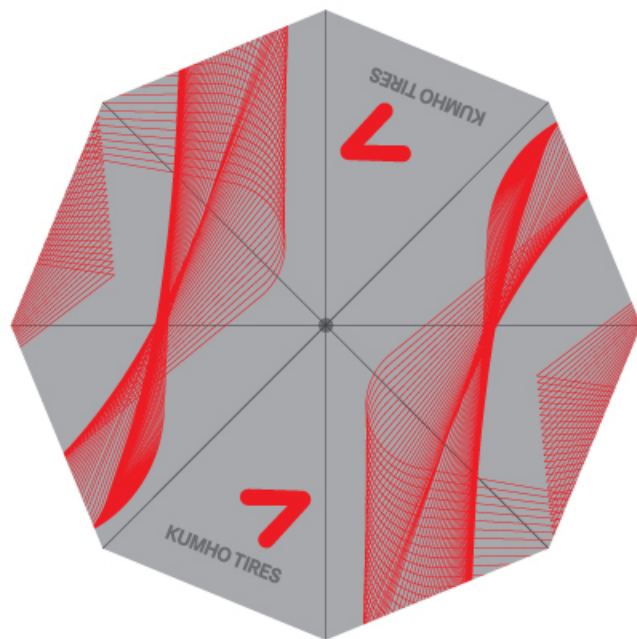
**Lash String**

- The primary colors defined in the Brand Identity Guideline and the 'Horizontal 3' formatting of the Alternate Horizontal Configuration should be used.

**Pass Card**

- Use the elements and contents of the brand identity on a KT Silver background, if possible.

## Umbrella



### Promotion Item

## 10.2

Examples of how brand identity is applied to racing umbrellas are shown on this page.

Follow these guidelines:

#### Silver Background

- A large signature in Alternate Vertical Configuration should be used for the Wordmark & Symbol.
- The Wordmark should appear in KT Gray and the Symbol should appear in KT Red.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the umbrellas.

#### Red Background

- A large signature in Alternate Vertical Configuration should be used for the Wordmark & Symbol.
- The Wordmark & Symbol should appear in KT White.
- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the signs.

## Cap



### Promotion Item

## 10.2

Examples of how brand identity is applied to Motorsports caps are shown on this page.

Follow these guidelines:

- The Wordmark & Symbol should appear in KT Silver. (KT Light Gray can be used as an alternative.)
- The Wordmark should appear in KT Gray with the Symbol in KT Red.
- The Wordmark & Symbol should appear in KT White on a KT Red background.

- A small, simple, and somewhat enlarged portion of the Energy Lines should appear as a supplemental element on the caps.